THE 9TH WEST COAST
COMPUTER FAIRE
Show Daily

Friday/March 23

Today's Conference Topics

Conference topics to be presented today will include portable computing, IBM PC modeling, and online information services.

David Ahl

David Ahl, Editor-In-Chief of *Creative Computing* magazine, will present a paper entitled "Will Notebook Computers Revolutionize Computer Usage?" today at 4:00 in Room 316 of Civic Auditorium. His presentation, directed to a general end-user audience, will describe the various models of portable computers on the market and their increasing usage by executives, educators, small businesses, and computer novices.

Jeffrey Perrone

Jeffrey Perrone, of the management consulting firm Jeffrey Perrone & Associates, will speak on "Expert Systems Get Personal — Modeling Expertise with the IBM PC," at 2:00 in Room 316 of Civic Auditorium.

His talk will describe the operation of the expert system — a computer-based system which uses knowledge to give expert level advice.

James Maloney

James Maloney, Marketing Representative of Dialog Information Services, will present a paper entitled "Knowledge Index: Or What It Took to Have a Dialog with the Personal Computer," during the Faire. It will be directed to home computer owners and to developers of communications software. His talk will be presented at 4:00, in Room 315 of Civic Auditorium.

Maloney will detail the operation of the Knowledge Index

PCjr Unmasked

The developers of the IBM PCjr, from IBM's Entry Systems Division in Boca Raton, FL, will be making two presentations at the Computer Faire specifically intended for independent software developers interested in writing software for the PCjr.

The seminars will be held in Room 408 of the Civic Auditorium, from 3:00-5:00 p.m. today and tomorrow.

SOFTWARE SOLUTION

Microcraft Corporation Introduces Dimension

Micro Craft Corporation of Dallas introduces the capability the world has been waiting for. The Dimension 68000 Professional Personal Computer. A single personal computer able to handle Apple®, IBM®, KayPro™, and other CP/M®-based software. By early 1984 the computer will also be able to handle TRS-80®, UNIX™, Osborne™, and Cromenco® software.

The Dimension 68000 Professional Personal Computer was designed to solve the greatest needs in the computer market—compatibility with software and non-obsolescence.

The reception given this product in the pre-introduction period prior to COMDEX has proven the viability of this new technological breakthrough:

Consumers will no longer have to worry about a lack of software compatibility when buying a computer. Dimension's technology is so advanced, the computer actually emulates virtually any popular microcomputer and software combination. For the first time, a single computer utilizes software written for almost any 8,16, or 32 bit microcomputers available today. You don't have to change computers to change software. And existing peripherals, programs, and data bases remain in place with no need to re-enter years of accumulated date.

With its 32 bit MC86000 microprocessor, Dimension is not only the most compatible personal computer, but the most powerful, offering up to 16 megabytes of main memory and by January, 1984, up to 50 megabytes of hard disk storage. More memory than most users will ever need. It is faster even than any of the microcomputers tested in a benchmark study reported

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Easy-To-Use Presentation Graphics

Preparing a professional-quality, visual presentation for any occasion has traditionally required lots of time, money, planning and artistic skill. Now, virtually anyone can prepare sophisticated, professional-looking slides in a matter of minutes, with the aid of an advanced software program published by Prentice-Hall.

VCN ExecuVision, the first software package to be introduced by the Business and Professional division of Prentice-Hall, Inc., is a presentation graphics program that enables even a novice computer user to generate high quality graphics, text and illustrations with just a few strokes on a keyboard. The various elements created on-screen may then be combined, moved, altered, colored—and stored for later revision, display or print-out.

Designed for use with the IBM PC, and soon available for the IBM XT, VCN ExecuVision is completely menu-driven for ease of operation. Its built-in graphic art techniques include not only automatic pie, bar and line graphs with plot function, but also text and image processing, sketch and paint capabilities, and motion processes for added impacts.

Among the program's highlights are:

- Ten different text fonts with rescaling and color options
- Choice of foreground and background colors, up to 64 combinations
- Electronic scissors facility to move,

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Faire Times and Registration

The hours of the Faire are:
Friday, March 23,
10:30a.m. — 6:00p.m.
Saturday, March 24,
10:30a.m. — 6:00p.m.
Sunday, March 25,
10:30a.m. — 5:00p.m.

Tickets are $12 per day. Price includes admission to the exhibits ***and*** to the complete conference program.

Big Giveaways
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Big Giveaways

800-Software
• 1 per day MicroPro WordStar® or InforStar™

AutoDesk
• AutoCAD — a microcomputer-aided drafting and design program

Sir-Tech
• General assortment of recreational games

No More Pain in the Back!

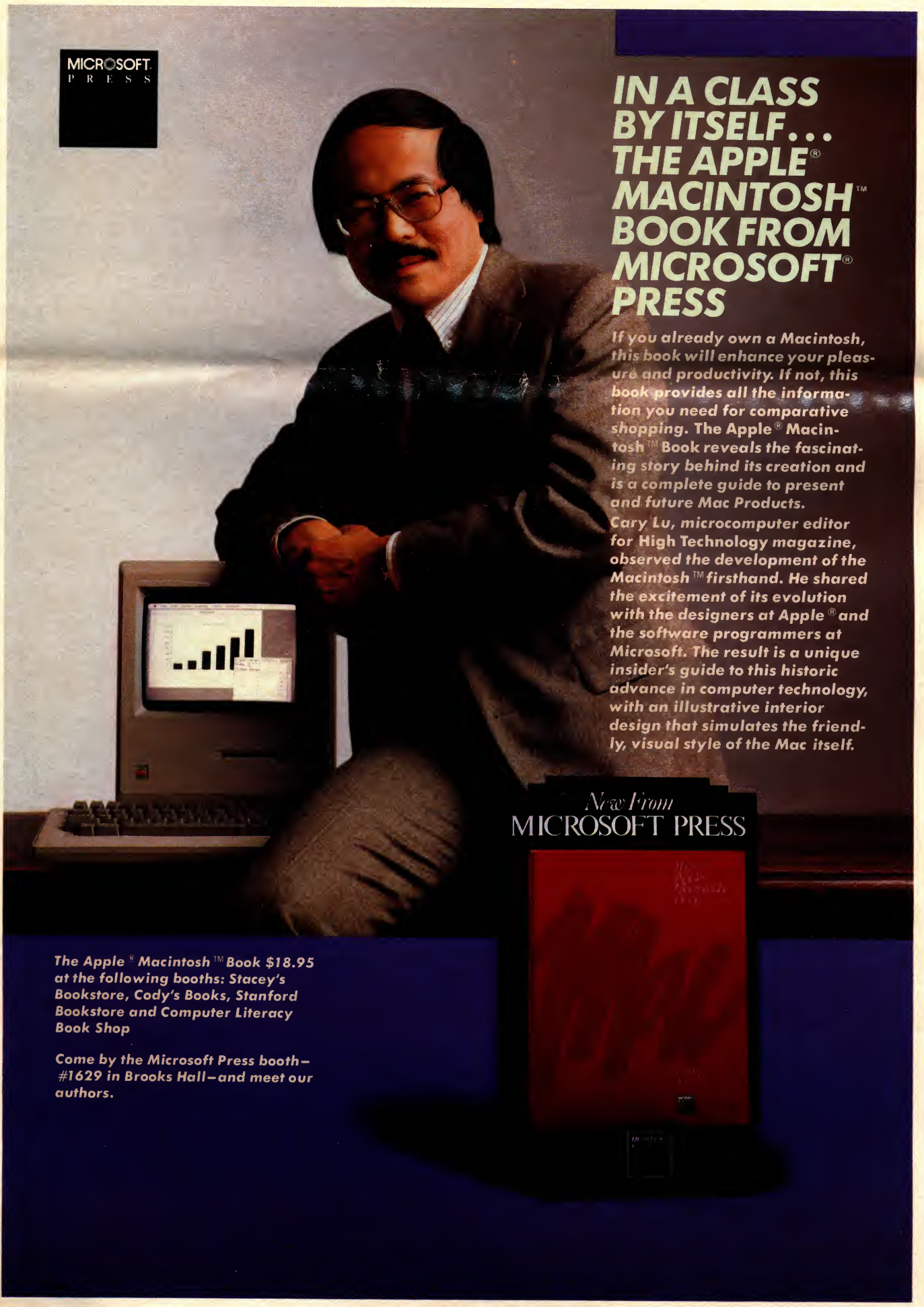
It's called the BackSaver for a reason! Doctor designed and artist inspired, the BackSaver is good-looking and good for you.

Common chairs cause a distortion of your spine, making you fight gravity with muscles and bones from your lower back to your neck. The result is excess pressure on your organs and nerves, needless tension, stress, and lower back pain.

The BackSaver Chair's thickly padded, forward-angle seat platform and unique knee rests allow you to sit up effortlessly, eliminating the cause of stress on the lower back which often accumulates from sitting too long in a regular chair.

The BackSaver is made in America, hand-crafted from durable, elegant woods. It is upholstered in your choice of rich, easy-care fabrics and comes completely assembled. Much more than a low-priced kit, the BackSaver Chair is a fine piece of furniture.

Available in Black, Tan, Haitian Cotton, Navy, Brown or Burgundy. $159.00 (shipping and handling included) from: The BackSaver Company, 18 Shepard St. Brighton, MA 02135. Visa and MasterCard. (617) 783-8030.


MICROSOFT PRESS
IN A CLASS BY ITSELF... THE APPLE® MACINTOSH™ BOOK FROM MICROSOFT® PRESS
If you already own a Macintosh, this book will enhance your pleasure and productivity. If not, this book provides all the information you need for comparative shopping. The Apple® Macintosh™ Book reveals the fascinating story behind its creation and is a complete guide to present and future Mac Products.
Cary Lu, microcomputer editor for High Technology magazine, observed the development of the Macintosh™ firsthand. He shared the excitement of its evolution with the designers at Apple® and the software programmers at Microsoft. The result is a unique insider's guide to this historic advance in computer technology, with an illustrative interior design that simulates the friendly, visual style of the Mac itself.
New From MICROSOFT PRESS
The Apple® Macintosh™ Book $18.95 at the following booths: Stacey's Bookstore, Cody's Books, Stanford Bookstore and Computer Literacy Book Shop
Come by the Microsoft Press booth—#1629 in Brooks Hall—and meet our authors.

Faire Tickets Available From The Following Retailers!

Access to Software, 4720 Geary Blvd., San Francisco, (415) 751-2251

Affordable Computers, 716-A Lighthouse Ave., Pacific Grove, (415) 373-7177

Affordable Computers, 8035 Soquel Dr., #25, Aptos Station Shopping Ctr., Aptos, (408) 662-3688

Basically Speaking Microcomputers, 3728 Sonoma Blvd., Vallejo, (707) 557-5586

Comet Electronics, 1550 Tiburon Blvd., Tiburon, (415) 435-4878

Computer Literacy, 520 Lawrence Expy #310, Sunnyvale, (418) 730-9958

Computer Store, 1320 Webster St., Oakland, (415) 763-7900

Computer Store, 2015 NW Circle Blvd., Corvalis, OR (513) 754-0811

Computerland of San Francisco, 117 Fremont, San Francisco, (415) 546-1572

Computerland of San Francisco, 2807 Geary Blvd., San Francisco, (415) 921-7773

Computerland of San Francisco, 2272 Market St., San Francisco, (415) 864-8080

Computerland of San Francisco, 1303 Van Ness Ave., San Francisco, (415) 673-6640

ComputerWare, 1032 11th St., Mondesto, (209) 578-9739

Crown Computer Works Limited, 4200 Balboa St., San Francisco, (415) 668-8980

Data Domain of Schamburg, 1612 E. Algonquin Rd., Schamburg, IL, (312) 397-8700

Fannings Book Store, 1348 Ninth Ave., San Francisco, (415) 564-7094

First Osborne Group, 6331 Mission Blvd., Daly City, (415) 755-4140

Heathkit Electronic Center, 6000 PotreroAve., El Cerrito, (415) 236-8870

Heathkit Electronic Center, 2001 Middlefield Rd., Redwood City, (415) 365-8155

Home & Business Computer Center, 1807H Santa Rita Rd., Pleasanton, (415) 846-3944

JDR MicroDevices, 1224 S. Bascom Ave., San Jose, CA 95128, (415) 995-5430

Kepler's Books & Magazines, 821 El Camino Real, Menlo Park, (415) 324-4321

Magic Rainbow, 305 Palmcrest #35, Daly City, (415) 469-2357

Micro Exchange, 1727 State St., Santa Barbara, (805) 963-9441

MicroPacific Computer Center, 5148 N. Palm, Fresno, (209) 229-0101

Opamp Tech Books, 1033 N. Sycamore Ave., Los Angeles, (213) 464-4322

Photo Motion Inc. 1835 Haight St., San-Francisco, (415) 668-4687

Software Center, 477 University Ave., Palo Alto, (415) 327-0520

Spin-Tronics, 2490 Channing Way #409, Berkeley, (415) 843-2745

3E Software & Systems, 22408 Mission Blvd., Hayward, (415) 537-3637

Vintage Computer Development Co., 706 Trancas St., Napa, (707) 257-3901

Sir-Tech Introduces *Crypt of Medea*, An Exciting and Challenging New High Resolution Adventure Game

"The winds howl. The storm rages. And you are alone. You find refuge in the only available shelter—an eerie mausoleum. As you hear the gate slam shut behind you, your worst fears are realized... you are now trapped in the *Crypt of Medea.*"

Thus begins an exciting new high resolution adventure program Sir-Tech Software, Inc. is introducing here at the West Coast Computer Faire.

Crypt of Medea is the newest computer game produced by Sir-Tech, *the* innovator in Apple and IBM compatible computer software. *Crypt of Medea* takes you through dark travels in an underground of pure terror. You must pass through countless hidden passages and secret rooms if you ever want to see the light of day again. The program also features exciting simulated 3-D color graphics and a compelling graphics and text animation that makes for more exciting adventure.

Sir-Tech's first fantasy role-playing game—*Wizardry*—has been a consistent best seller for over two years, an amazing record in an industry where best sellers fade in two months. *Wizardry* was recently voted "Best Game for the Apple Computer, 1978-1982" by the readers of *Software* Magazine, and was also awarded the prestigious Charles Roberts Award for Best Computer Game, 1983.

Wizardry is a fantasy role-playing game in which the player creates parties of adventurers who explore a mysterious dungeon in search of treasure and knowledge. With each successful adventure, the characters gain "experience" that makes them more powerful and thus better able to work their way deeper into the maze, deciphering the various riddles and clues in order to win the game.

Three scenarios—"Proving Grounds for the Mad Overlord," "Knight of Diamonds," and "Legacy of Llylgamyn" are available for use on the Apple II, Apple II+, IIE, and III. The first scenario is also available for use on the IBM PC and PCjr.

Another popular Sir-Tech game is *Rescue Raiders*. In this epic struggle, modern weapons have been transported back in time to World War II. Now, both sides have the capability to change the outcome of strategic battles and even re-shape the course of history. From your command chopper, you must coordinate the Allied forces against a force as complex as yours in order to liberate the Continent and protect the free world.

That's the scenario of *Rescue Raiders,* the ultimate game of battle strategy for the Apple II. *Rescue Raiders* features astounding color graphics with over 100 total shapes—many times more than the number delivered by other battle games. And, unlike other battle games, *Rescue Raiders* allows you to take both the offensive and the defensive sides, rather than just the defensive. Instead of your helicopter or tank fighting against an entire force, you now can lead a complete force against an equally numbered and strong opposing force.

Each battle begins with color graphics of one of the many European cities that must be liberated. You must maneuver your command chopper through a seemingly impassable air space filled with anti-aircraft missiles to lead and assist your ground forces, which consist of infantry, tanks, missile-launching trucks, bunkers, bases, air mines, and much more.

All Sir-Tech games feature outstanding graphics, animation, and text.

The entire trend-setting Sir-Tech line of programs may be examined and sampled at Booth 1837.

FREE PRIZES

Rocky Mountain Software Systems
• 2 per day NewWord word processing package, A WordStar compatible word processor

Sir-Tech
• General assortment of recreational games

Transend Corp.
• 2 Transend II's, a powerful communications software package for the Apple computer
• 2 Transend PC Plus's, an electronic mail/communications package for the IBM PC

COMMITTED TO EXCELLENCE:

OUR COMMITMENT IS YOUR GUARANTEE OF SOFTWARE THAT CHALLENGES, ENTERTAINS, AND INTRIGUES!

Wizardry I
KNIGHT OF DIAMONDS
The Second Scenar
A Fantasy Role-Playing Simul
Copyright © 1982 by Andrew Greenb and Robert Woodhead, Inc.
SIR-TECH SOFTWARE INC.
LEGACY OF LLYLGAMYN
THE THIRD SCENARIO
REQUIRES CHARACTERS OF ANY LEVEL CREATED WITH PROVING GROUNDS
SIR-TECH SOFTWARE INC.

The WIZARDRY Phenomenon Continues!

INTRODUCING: **WINDO-WIZARDRY™**

Now, better than ever, the Wizardry adventure continues with LEGACY OF LLYLGAMYN. Cast spells, work your way through a 3-D maze and enjoy the thrill of Wizardry with our newest software innovation--WINDO-WIZARDRY™. Its Lisa-like windows help you play faster and more efficiently than ever before! All the information you'll ever need is at your fingertips' command. SOFTALK's Review Editor, Roe Adams, calls LOL "...an excellent game! It's a landmark in graphics advancement." LEGACY OF LLYLGAMYN is a new world of excitement!

"The Best Yet!"

Margot Comstock Tommervik, Editor, SOFTALK

Proving Grounds of the Mad Overlord (Scenario #1) Coming soon for IBM PC & PC Jr.!

SEE US AT BOOTH #1837

SIR-TECH SOFTWARE INC.

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ALL SOFTWARE AVAILABLE FOR THE APPLE AT YOUR FAVORITE RETAILER.

OFFICIAL LIST OF COMPUTER FAIRE EXHIBITORS

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APPLE—0914
ARTSCI Inc.—1523
AST Research Inc.—1029W
Abacus Software—1722
Accent Software—0741
Addison Wesley Publishing Co.—1628
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Advanced Computer Controls—0089
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Western Computer Supply — 1822
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Wico Corp. — 1644
WIDL Video — 9606
Wood & Clay Hi-Tech Gameware — 0801
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Worldwide Software Publishing — 0092

X

Xcomp — 1009

Krell Gets an "A" for SAT Prep Series

The Scholastic Aptitude Test (SAT) has got to be one of the most frightening rites of passage ever devised for college-bound high school students.

The pressure to do well is immense; SAT scores frequently determine whether a student gets into a college of his choice or not.

A student's entire classroom learning experience is essentially summed up in two scores — one for verbal skills, the other for math. College admission offices give great attention to both.

The drop in the nation's SAT scores has been the subject of much criticism lately. National averages stand at 426 out of a possible 800 for the verbal section, and 467 for math. With so much riding on one exam it is no wonder various books and coaching classes are conducting good business preparing students for the three hour ordeal held every November.

In this age of computers — the SAT itself is computer corrected — it was inevitable that computer-assisted instruction packages would begin entering the market place. There are no less than 10 packages available today to help students brush up on their math and English skills.

Popular Computing magazine recently reviewed three packages and gave high ratings to the College Board SAT Prep Series developed by Krell Software Inc. The series includes 42 programs covering vocabulary, reading comprehension, word relationships and mathematics.

The company even offers a money-back guarantee if your score doesn't improve by at least 70 points after six hours of study. One incentive for studying hard, of course, is the $300 price tag, moderate in comparison with other packages. Many households seem to feel it is worth the price — they've made it Krell's number one best-selling software product.

DIMENSION. THE MOST POWERFUL, MOST COMPATIBLE PERSONAL COMPUTER YOU CAN BUY.

Introducing the capability the world has been waiting for. A single personal computer able to handle Apple,® IBM,® TRS-80,® UNIX™ and CP/M® based software.

The Dimension 68000 Professional Personal Computer does it all. It actually contains the microprocessors found in all of today's popular personal computers. And a dramatic innovation creates the environment that lets these systems function merely by plugging in the software.

Add to this the incredible power of a 32 bit MC68000 microprocessor with up to 16 megabytes of random access memory.

Dimension has the power of a mainframe at a personal computer price. It's obviously the best value you can find. For more information ask your dealer or call us at (214) 630-2562 for the name of your nearest dealer.

dimension™ 68000

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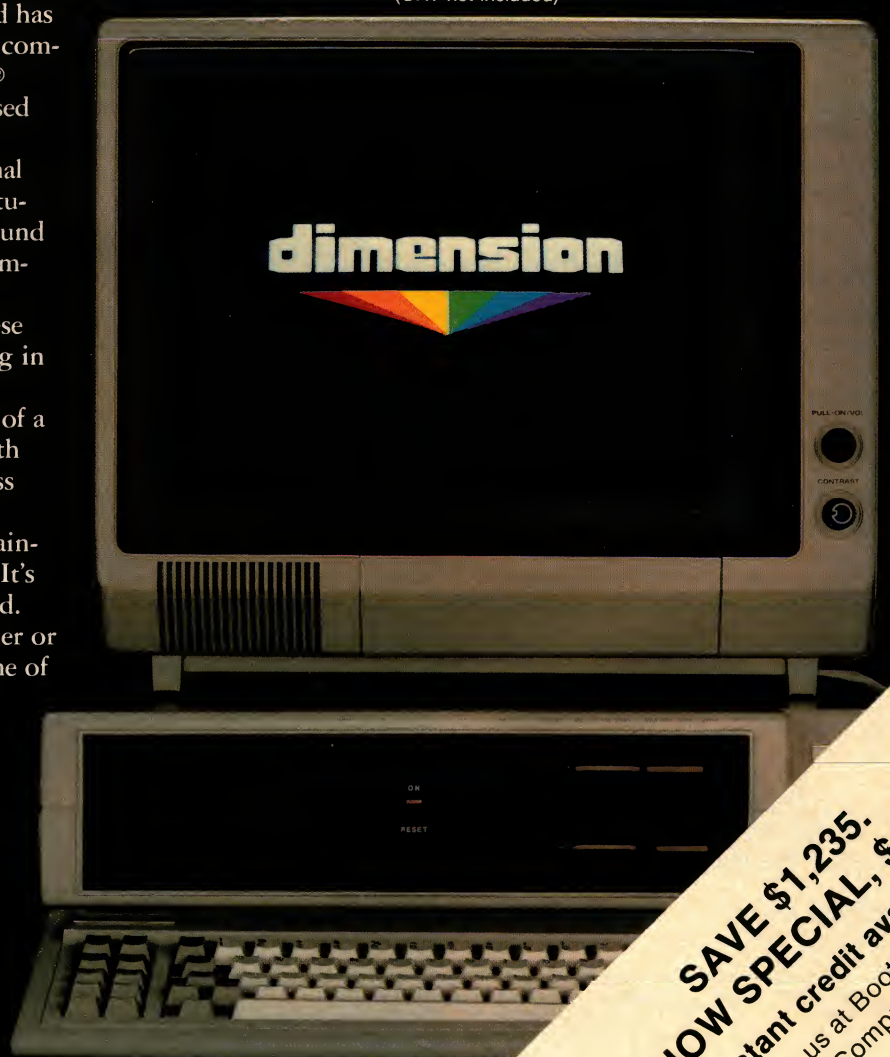
(CRT not included)



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Digital Research Corporation.

DEALER INQUIRIES INVITED

Free Data Management Handbook Available From Condor Computer Corp.

A new handbook from Condor Computer Corp. makes computer configurations understandable to every computer user. And it's available free to anyone who visits Condor's Booth #0725 at the West Coast Computer Faire.

Entitled "Data Management," this 16-page handbook progresses from a simplified look at a computer configuration to a five-segment framework that emphasizes what Data Management should and will be. In the booklet, an analogy is drawn between the early development of the automobile and computer industries. Because this computer configuration will make computers easy to use, individual consumers will begin buying PCS—just as the Ford Model A's ease of use attracted the mass market to automobiles in 1928.

A short six-projector slide show illustrating the concepts brought out in the handbook will be shown continuously at the Condor booth.

Among the other software innovations at the Condor booth are:

- **Step-By-Step.** A newly developed on-screen learning system and keyboard template that will enable non-technical IBM PC users to begin immediately using Condor 1 and Condor 3 Data Management Software without referring to bulky documentation manuals
- **Condor Database Course-Pac.** Designed to aid non-technical users, the Course-Pac editions eliminate unnecessary and confusing details in the standard Condor User's and Reference guides by condensing this pertinent information into an easy-to-understand lesson format.
- **Condor Plus.** An integrated product consisting of a business graphics program and a communications program in one package sharing the same database.
- **Enhanced versions of Condor 1 and Condor 3.** These new versions of Condor 1 and Condor 3 are essentially designed to give microcomputer users three expanded numeric functions. These are: ability to do more equations in COMPUTE command, ability to use larger numbers with more decimal places, and ability to compute specified records.

A wide variety of state-of-the-art software packages like these for personal computer users will be demonstrated during the West Coast Computer Faire by knowledgeable Condor executives at Booth #0725.

It's "Easy As π" To Get Your System Up And Running With New Addmaster Products Being Introduced At The West Coast Computer Faire

Addmaster/Model 600-1 Punch ($1,249.).

Addmaster Model 605 Reader ($575.)

Addmaster Corporation is showing a new parallel interface board and data handling program for the Apple II Personal Computer at Booth #95. These interface a paper tape reader and punch to the Personal Computer, and with the cable supplied it is "Easy as Pi" to get your system up and running. The interface is designed for the Model 600-1 punch and Model 605 reader, and both are interfaced with one board and cable priced at $90. Code translation options available include EIA (RS 244A) and Baudot (Telex).

Addmaster is also featuring an I/O System (including cables and programs) that makes the 510 Reader Punch, the 612-2 Reader Transmitter, and the 651-2 Reader Transmitter Spooler usable with the IBM PC RS232C port. This system gives the user the capability of reading and punching tapes in ASCII, EIA, or Baudot code, or as a straight Hexidecimal number.

With the Addmaster Model 510 Reader Punch, the user can write Telex messages on the PC and punch them at 125 C.P.S. in the Baudot code used for Telex transmission, or read a Telex tape into the IBM PC for storage, verification, printing and/or editing.

For Numerical Control applications a conversion PROM for ASCII to EIA is installed and tapes then can be punched or read in either code. The IBM PC can then be used to create an NC tape as a new tape or as a modified version of a previous tape. If reading only is required, Addmaster Model 612-2 Transmitter can be used for short tapes, or the Addmaster 651-2 Spooler with its 7-1/2" Reels can be used for tapes up to 800 feet.

These and other important new Addmaster products may be viewed at the Addmaster Booth #95.

Something no modem has ever said before.

If you're looking for a premium modem without a premium price, here's a word of advice: Apple.

Introducing the Apple® Modem 300. And, to keep up with the business world, our faster Apple Modem 1200.

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Apple **IBM** **DEC**

Hands-on Demonstrations
Rooms 303, 304, 403
Upperlevel

Sigma Designs, Inc. Displays Expansion Chassis/Disk Subsystem For IBM PC And Compatibles At 9th West Coast Computer Faire

Sigma Designs, the Santa Clara based company that specializes in producing high quality expansion products for the IBM PC and compatible systems, has done it again. Here at the 9th West Coast ComputerFaire, this company is displaying an impressive array of attractive products.

Among these is the EWS-00, an expansion chassis which can double as a disk subsystem, or better yet, as a full-fledged computer (for those OEM's with their own CPU cards). The product was introduced last year, but has not been seriously noticed until lately, when the need for more and more expansion capability-as well as for more mass storage-has caught up with a large proportion of PC users.

''Our Chassis is the answer to many different applications,'' said David Le, marketing vice president for Sigma Designs. ''Up till now, a similar product from IBM had to be purchased with a 10MB hard disk, at a very high price. Other vendors have chassis which only allow for the addition of one full height drive, and are limited in the number of available expansion slots for add-on cards. Our 'system' allows the user to determine to which extent he wants to upgrade his PC, while providing for future expandability, as his needs grow.''

The Sigma Expansion Chassis features 9 expansion slots at alternate. 0.8 and 1.0 inch spacing, a heavy duty power supply, a driver card to be installed inside the PC, a receiver card taking up one slot in the chassis, and a shielded flat cable to connect the two units. Complete DMA support allows the user to install all types of expansion cards, including those with memory.

When sold as a Disk Subsystem, the chassis can be configured with any of several available hard disk drives: full or half height 10MB; full height 15MB and 33MB. For those who want the drives for installation into their own PC, the Sigma Hard Disk Kits—composed of the drive, the controller card, and an auxiliary power supply—are the perfect solution. The 10MB Half Height Kit does not require an additional power supply. All drives are formatted at the factory for use with DOS 2.0 and 2.1. The Winchester BIOS is contained in an EPROM and is self-booting for the PC2. BIOS for the PC1 is accessed through a device driver provided on floppy disk.

The SDI Expansion Chassis is priced at $895. The Disk Subsystem sells for $2395 with 10MB, $2695 with 15MB, and $4295 with 33MB. The Hard Disk Kits prices are $1595 for the half-height 10MB, $1695 for full-height 10MB, $1995 for 15MB, and $3395 for 33MB. All products can be purchased through computer dealer stores, and carry a full one year warranty.

Two new additions to the Sigma product line are a 2.8MB floppy disk drive and a streaming tape drive, both intended for back-up storage of data. The floppy drive uses pre-formatted media for the 2.8MB capacity, but can also read standard diskettes, both single-sided and double-sided. The streaming back-up tape has capacities of 20MB and 40MB. These new units will start shipping April 1st.

For further information about all our products, come visit the Sigma Designs booth (#2026) at the 9th West Coast ComputerFaire, or contact David Le, Sigma Designs, Inc., 2990 Scott Blvd., Santa Clara, CA 95050. Or telephone (408) 496-0536.

Best-Selling Courses In Computer Literacy, Typing, And Dos Training Demonstrated By Individual Software, Inc.

Over 300,000 personal computer users trained with INDIVIDUAL Software Inc.'s interactive tutorial software programs in 1983 alone.

Visitors to the 9th West Coast Computer Faire may sample INDIVIDUAL's three new software tutorials—and the complete range of other INDIVIDUAL programs—at the INDIVIDUAL Booth #1231.

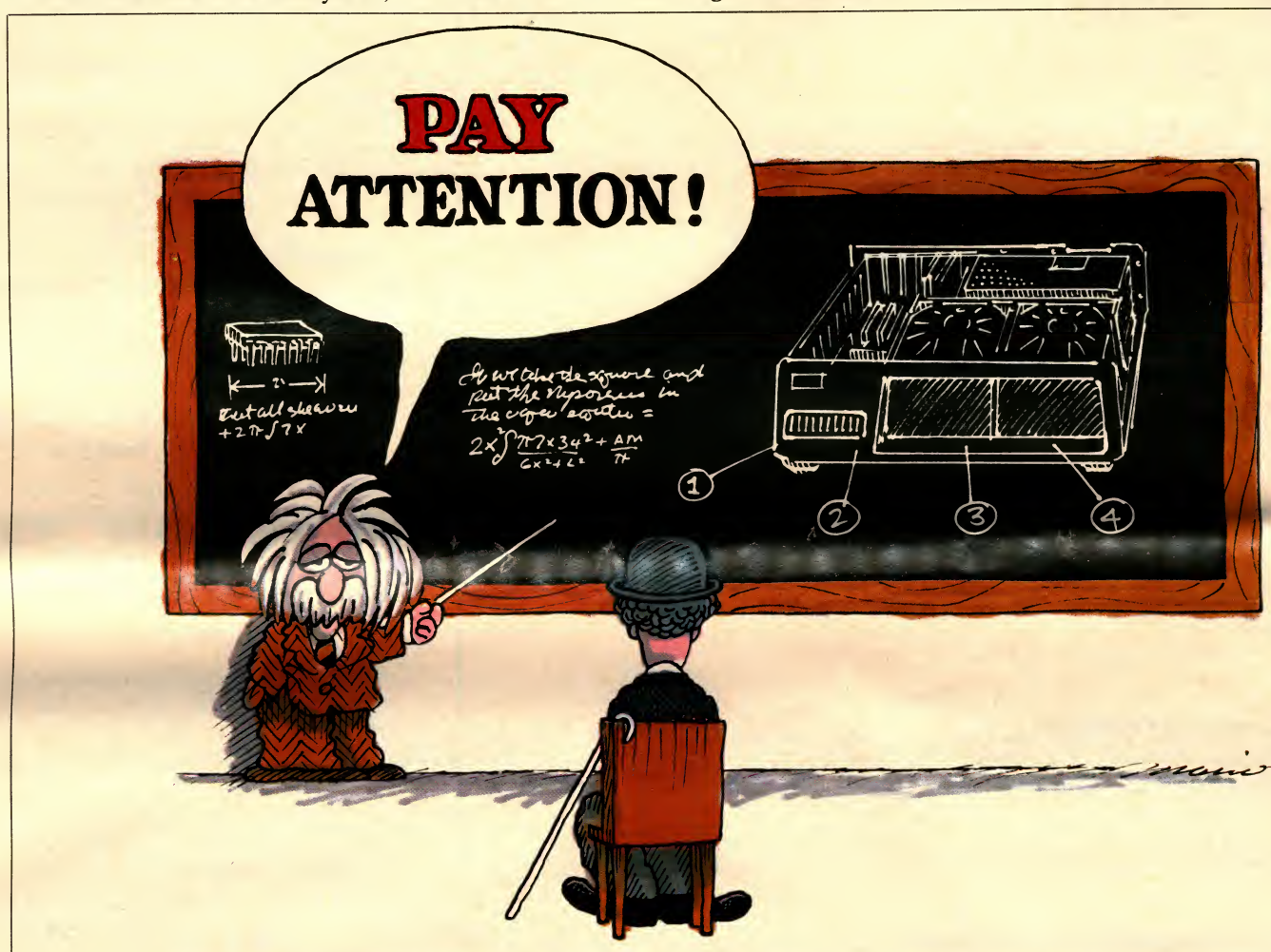
All three new programs, the Typing INSTRUCTOR, Professor Pixel, and Professor DOS, combine the highest quality instructional design with creative interaction. Each tutorial program simulates the environment it teachers. The Tutorial Set steps users with varying levels of computer know-how easily through initial PC operations and DOS, including DOS version 2.0. Users are free to interact, practice, and experiment by performing PC operations in a safe yet realistic environment.

Users learn PC operations that allow them to receive maximum benefit from using a personal computer. Some operations taught include function key uses, system reset, pause, key combinations, creating directories, using PATH, performing SORT, formatting diskettes, and many more. Each tutorial uses graphic illustrations, animation, sound, and color, and makes maximum use of the PC's features and capabilities.

The Typing INSTRUCTOR is the *first* fully integrated keyboard skill-building tutorial. It combines interactive lessons on keyboard skills and techniques, a fast action game of chase, word processing concepts and more into one flexible fun-to-use program. On one hand, the tutorial is easy enough to encourage users still using the ''hunt and peck'' system. On the other, it's challenging enough to inspire even expert typists.

The Typing INSTRUCTOR takes the tedium and drudgery out of learning touch typing skills. It removes the keyboard barrier and frustration. Users spend less time and energy when entering characters and numbers and have more time to be productive—to think, to plan, and to enjoy.

INDIVIDUAL's executives and technical personal will be at Booth #1231 to introduce you personally to INDIVIDUAL's user-proved tutorial systems.



BRING OUT THE GENIUS IN YOUR PC.

Now you can do it, with Sigma Designs' Expansion system. Raise your personal computer's I.Q. to XT level and beyond. Sigma gives you room to expand with almost twice the capacity of any other system on the market. Yet its quality, performance and versatility can be yours, for much less.

E = MC² (Expandability = More Capabilities²)

The Sigma Expansion Chassis provides 9 card slots, room for two full height 5 1/4 inch disk drives, and a heavy duty power supply. Thanks to its DMA support, all commercially available expansion cards can be installed, including those with memory. The chassis' easy installation, attractive design and rugged construction make it the perfect complement to any system.

Relatively Speaking, We've Got A Drive For Every Need

Upgrade your PC to an all powerful tool. As a sophisticated disk subsystem, our chassis can be configured with any of the following storage devices (photograph, left to right): Streaming Tape Back-Up (20, 40, 60MB); Half Height 10MB Hard Disk Drive; Half Height 2.8MB Floppy Drive with preformatted media for back-up (it can also read standard 48/96 TPI diskettes); Full Height Winchester Hard Disk Drives (10, 15, 33MB).

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Educational Forums are for New Users

New computer users will have an unprecedented opportunity to survey the hardware and software marketplace by attending the educational forums offered at the Faire. In each forum, several vendors will each present their product, and an independent moderator will lead discussion on the similarities and differences among the products.

Network vs. Multi-user
Thursday, 3:00-5:00, *Gold Room, Holiday Inn*
1. Digital Research Corporation
2. NorthStar
3. 3Com Corporation
4. Gifford Computer

Word Processing
Friday, 11:00-2:00, *Gold Room, Holiday Inn*
1. MicroPro
2. Microsoft
3. Sorcim
4. Bruce & James
5. Samna

User Interface/Operating Environments
Friday, 2:30-5:30, *Gold Room, Holiday Inn*
1. VisiCorp
2. Microsoft
3. Digital Research Corporation
4. Apple
5. Hewlett-Packard
6. Quantum

Spreadsheets
Saturday, 11:00-1:00, *Gold Room, Holiday Inn*
1. Microsoft
2. Chang Labs
3. Sorcim
4. VisiCorp

Accounting Packages
Saturday, 1:30-3:30, *Gold Room, Holiday Inn*
1. MBSI
2. TCS Software
3. Champion
4. Solomon

Database Management Systems
Saturday, 4:00-6:00, *Gold Room, Holiday Inn*
1. Ashton-Tate
2. MicroRim
3. Software Publishing

S-100 Bus Today
Sunday, 12:00-2:00, *Gold Room, Holiday Inn*
1. CompuPro
2. Cromemco

Training
Sunday, 2:30-4:30, *Gold Room, Holiday Inn*
1. Video Initiative
2. Cdex

Integrated Software Systems
Sunday, 12:00-2:00, *Crystal Ballroom, San Franciscan Hotel*
1. Chang Labs
2. Lotus Development Corporation
3. Context Management Systems
4. Open Systems

Advanced Microprocessors
Sunday, 2:30-4:30, *Crystal Ballroom, San Franciscan Hotel*
1. Intel
2. Zilog

ISO Sessions

The 9th West Coast Computer Faire will, for the first time, host special conference sessions for Independent Sales Organizations (ISOs), from 9:00 to 10:30 a.m. daily during the show. Intended exclusively for resellers, these conferences will take place before the doors open to the general public.

The ISO conferences will be specifically directed to meet the informational needs of dealers, distributors, and retailers of hardware and software, and are intended to help ISOs develop applicable marketing strategies by giving them the most current information on the evolving microcomputer industry.

Developing An Aftermarket for PC Products
Friday, March 23, 9:00 a.m., *Gold Room, Holiday Inn*
Moderator: Mike Hogan, Editor of *Computer Merchandising Magazine*

As personal computers grow in market penetration, the aftermarket for software and peripheral add-ons will be as crucial as the initial sale. How can ISOs develop and implement a strategy that builds repeat sales?

Multi-User Systems: New Sales Opportunity
Friday, March 23, 9:00 a.m., *Crystal Ballroom, San Franciscan Hotel*
Moderator: Phil Missimore

As personal computers evolve into workstations, the idea of multi-user systems becomes more attractive. What must ISOs do in order to sell more than just computers out of a box?

Merchandising Training Programs to Business and Professional Computer Users
Saturday, March 24, 9:00 a.m., *Gold Room, Holiday Inn*
Moderator:
Ronnie Gunnerson, Editor of *Computer Merchandising Magazine*

Getting over the fear of computers will be a major hurdle for both small businessmen and corporate executives alike. What can ISOs do to alleviate that fear and build profit centers in the process?

Software Distribution: What's Really Happening
Saturday, March 24, 9:00 a.m., *Crystal Ballroom, San Franciscan Hotel*

Will electronic software distribution become the new mail-order? Will tirekicking become passe? How will software stores fare?

Computer Literacy in the Home: Tapping In
Sunday, March 25, 10:30 a.m., *Gold Room, Holiday Inn*
Moderator:
Jim McCullaugh, Editor of *Software Merchandising Magazine*

Is the home computer the violin of the 1980's? How can the ISOs provide products and services that will marry education and computers in the home?

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Everything You Wanted to Know About the 9th West Coast Computer Faire...

The 9th West Coast Computer Faire, now a four-day show, will be held March 22—25 in San Francisco's Civic Auditorium and Brooks Hall. The show will feature more than 300 hardware and software exhibitors, including DEC, IBM, TI, Apple, MicroPro and Radio Shack. "This group of exhibitors is among the strongest we have ever had at the West Coast Computer Faire," said company President David Sudkin. The Faire this year will feature many innovations, which promise to make it the most dynamic and exciting yet.

Gates Kicks Off All-Star Series

Eighteen of the industry's leading pioneers and experts will participate in the Faire's Microcomputer All-Star Days, which will focus on the future of the computer industry.

Keynote speaker Bill Gates, Chief Executive Officer of Microsoft, will kick off the three-day series on Thursday, March 22, at 1:00 p.m. in the Crystal Ballroom of the San Franciscan Hotel. Microsoft is one of the country's largest developers of microcomputer software. Gates will speak on user support. "The All-Star Series is a rare opportunity for attendees to hear the views of high-calibre industry leaders in one setting," said Sudkin.

Over 100 Speakers in Conference Program

The Faire will have a complete Conference Program going on during all four days of the Faire. Admission to the Faire includes entrance to the conference sessions as well as the exhibits. The Conference Program of the 9th Faire will feature forums and regular conference sessions, speeches and discussions by industry executives, "demo-rooms," (see below), and a series of special conferences exclusively for ISOs (Independent Sales Organizations). The panels, forums and regular conference sessions will cover a comprehensive array of technical topics, including the PCjr, UNIX on Micros, C Compilers, User Interface, Word Processing, Business Graphics and more.

Technical Seminar Series

Special training seminars will also be offered on several of the most popular software packages, operating systems, and compilers. Available to attendees for a fee, the seminars will be presented by two independent microcomputer education companies.

"Hands-On" Experience in Demo Rooms

Visitors to the 9th West Coast Computer Faire are encouraged to stop by the demonstration rooms and operate the industry's latest systems and peripherals designed by IBM, Apple, and the Digital Equipment Corporation.

IBM will demonstrate its PCjr product line, showing its "ease of use, friendliness, and applications versatility."

Visitors will also be able to try out the Apple Macintosh, which is touted as "the computer for the rest of us." Macintosh is considered by Apple to be powerful, yet easy to operate and relatively inexpensive. The Macintosh demo will feature the computer's graphic capabilities.

Digital will present three of its models in a variety of environments.

The three participating companies will have representatives available to offer support and answer questions. Demo rooms will be located in the upper levels of Civic Auditorium, Rooms 303, 304, and 403, all four days of the Faire.

Software, Hardware, Wordware™

What is Wordware? Wordware Publishing, Inc. is a Plano, Texas-based computer book publisher that's making a big splash with an impressive list of top selling microcomputer books. Their book list includes nearly 20 titles about hot packages like dBASE II, Lotus 1-2-3, C, Multiplan, EasyWriter II, and many more.

In business for less than a year, WPI's book division has already passed the million-dollar mark in net sales by specializing in products that appeal to novices, classroom instructors, and seasoned users alike. "We're a writer's publisher," WPI President and CEO Russell Stulz says. "Our goal is to help authors become successful, not send rejection slips."

WPI also has an education division that prepares applications software workbooks and a series of multimedia "learning kits." The learning kits are being used in support of Prentice-Hall's Profit Center software series. Projections indicate that WPI's education product sales will exceed book sales in 1984 and 85. "Although our education division is presently growing faster than our book division, I believe the momentum of our book operations will ultimately make that division the clear winner," says Stultz.

Stultz, himself an author of eleven books, started his company by launching what he calls *The Illustrated Book Series.* He insists on conversational, example-filled books that are organized for learning. The illustrated books are organized into small "Modules" containing a description, applications, and step-by-step operations for each software command. The reader is encouraged to follow on his or her computer. According to Stultz, "Even the most difficult commands are mastered in minutes, because the reader learns by doing."

When possible, modules are organized alphabetically for quick reference. For the learner, a "recommended learning sequence checklist" is provided to help them work their way through the product in a simple to complex progression. Exercises are also included in an appendix as an aid to curriculum design, and to ensure the learner understands key concepts.

WPI is being courted for book and education products by a number of major software and hardware manufacturers. "Books and education products give products credibility, aid sales, and provide support," Stultz observes.

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MICROPRO Introduces New Software Training Service

MicroPro International Corporation began marketing a word processing program in 1979 called WordStar that has since become an industry standard and the largest selling word processing software program in the world.

Much of the product's appeal can be attributed to the company's philosophy of producing quality software for the business person with little or no expertise in computer programming. The product was designed with features and commands a business manager could learn quickly, without hiring an outside programmer.

To make WordStar even more effective as a word processor, MicroPro introduced MailMerge, to produce personalized and volume mailings; SpellStar to automatically correct spelling; and StarIndex which prepares a customized index and table of contents. The four products were packaged together and sell very successfully as the WordStar Professional.

Now comes MicroPro's new family line of products called the StarTutor Series, which offers computer aided instruction (CAI) and video training tools to help new users overcome the computer jitters and get the most out of software without investing a lot of time learning how.

''This series benefits both retailers and their customers,'' says Janice Pascoe, Director of Marketing at MicroPro. ''The retailer spends less time supporting the customer and earns revenue from the sale of StarTutor products. The StarTutor Series eliminates unproductive start up time and helps users quickly realize the full potential of their new software tools.''

The StarTutor series is designed to give business people confidence in using their new software and the skills necessary to be immediately productive in their work. All products in the StarTutor Series feature step-by-step instructions, and hands on exercises in using a computer and its software.

The first products in the series are Computer Aided Instruction (CAI) tutorials, currently available for the PC-DOS operating system, and Video Training Tapes, which are available in 1/2'' VHS and 1/2'' Betamax formats. Four new StarTutor training products include the WordStar Quick Lesson CAI, WordStar and InfoStar Extended Lesson CAI's and the WordStar Video Training Tape.

Videotape instruction has been developed for WordStar and will soon be available for InfoStar, CalcStar and StarBurst. Video training tapes are good for corporate sales, as well as for individual and in-store dealer product training. Companies can also provide standardized training at branch office locations.

The WordStar Video Training Tape takes 60 minutes to complete. By completing exercises based on practical applications, you learn to enter and edit text. These new skills can immediately be applied at work.

There are two computer aided instruction formats: The StarTutor ''Quick Lesson CAI'' for a fast product overview, or the ''Extended Lessons CAI'' for a thorough working knowledge of the software product. ''MicroPro is presently including Quick Lessons in every WordStar and InfoStar software package,'' says Pascoe. ''Dealers can spend less time training their customers on these popular products.''

The fastest way to get started with WordStar of course is with the Quick Lesson CAI. The user learns to write, edit, format and move text in two hands-on-learning sessions. The first 20-minute session helps the beginner get acquainted with the keyboard and new terms. The second session takes the user step-by-step through the basic features of WordStar. The Quick Lesson CAI's are now available to buyers who last year got WordStar version 3.3 and InfoStar for the PC-DOS operating system.

The Extended Lessons CAI for WordStar and InfoStar utilize screen messages, graphics, and illustrations to accommodate individual skill levels. The WordStar Lesson consists of six learning sessions, each approximately 20 minutes long. The InfoStar Lesson features seven 30-minute sessions.

One of the major concerns of new software buyers today is the time involved in learning to use the product well enough to make it pay. As an industry leader, MicroPro is meeting buyer concerns head-on with its StarTutor Series. The results could be very profitable in a field which is fast becoming a multi-billion dollar business.

In 1982, software buyers spent $1 billion for products put out by dozens of companies. Last year, approximately $1.8 billion in sales were conducted. Some industry sources estimate that by 1987, sales could be as high as $11 billion, with 30 percent of software sales projected for international markets.

MicroPro is gearing up for the anticipated explosion in foreign sales. The company's international operations are already expansive, extending to 27 countries, according to a company spokesman.

In Europe, MicroPro reaches customers in more than 12 countries through a network of exclusive distributorships. SInce it was the first microcomputer software firm to enter the European market, it achieved greater market coverage than any other company. MicroPro's technical group in Dublin, Ireland, translates software programs into 11 languages and adapts them to the individual markets. The company's European headquarters is located in Munich with subsidiary offices in London, Paris and Stockholm.

Other MicroPro products include:

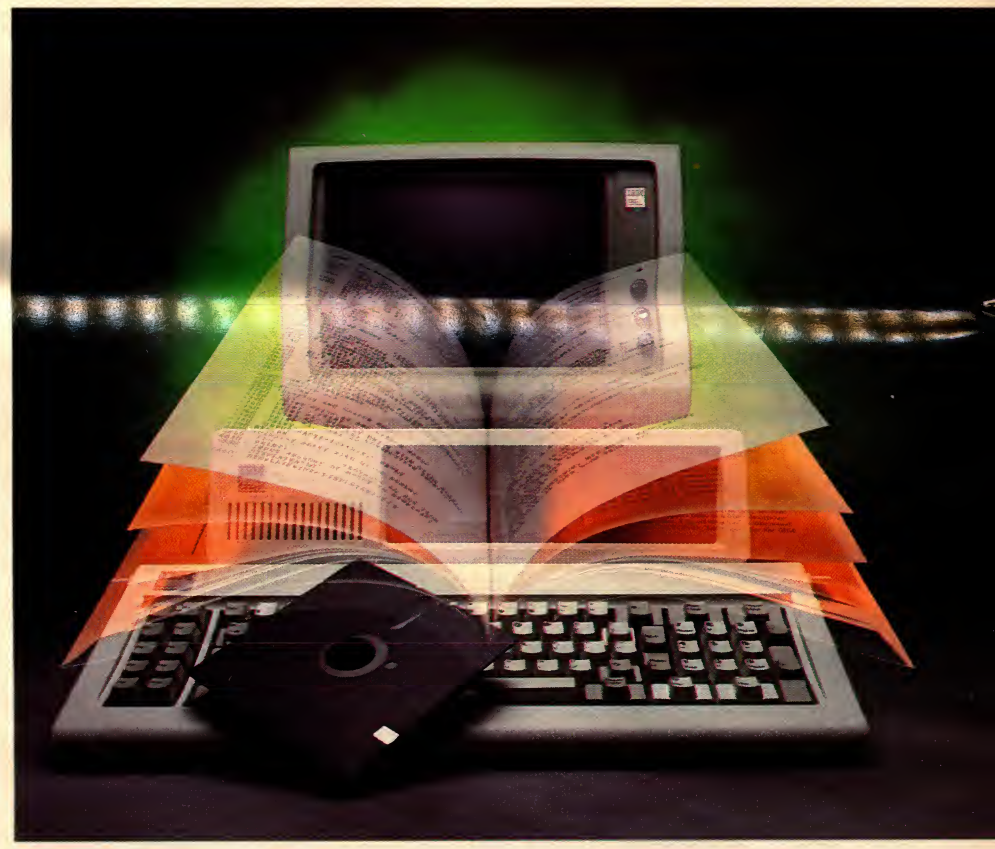
InfoStar—a database management software program that enables the business person to collect data and create business reports. The manager designs the data entry form, then InfoStar can file, sort and update information. Using Info-

continued on page 16

Screen a Brady Book...

Brady has a bright idea that pairs the best of the printed page with the hands-on experience of software to make it even easier to use your IBM PC*. Selected Brady books have been transformed into kits by the addition of software diskettes to illuminate what is being explained within the pages. Now, you can see what we mean!

Designed to appeal to both the bewildered beginner and the advanced programmer, these kits give you easy-to-follow, self-prompting instructions on-screen and on the printed page. Work at your own pace with no one looking over your shoulder. You'll learn, from the top computer experts, how to use your IBM PC for everything from serious business and scientific applications to more lighthearted subjects like games, graphics and sound. Screen a Brady book! You'll be surprised how quickly you'll be turned on to your IBM PC. It's illuminating!



INSIDE THE IBM PC WITH PROGRAMMING ACCESS TOOLS
Peter Norton

This book is the most authoritative companion to the IBM PC* yet written. It illuminates the inner workings of the machine while demonstrating how both beginning and advanced programmers can take advantage of the many features offered by the IBM PC. Norton also explains how the ROM is allocated for BASIC and BIOS. He explores the RAM for functions like the monochrome and color monitor displays and shows how the assembler can be integrated into Pascal and BASIC to access more power for your use.

Consisting of three diskettes and more than 100 programs, this companion software package offers you the famous DiskLook Display Program, demonstration and exploration programs, a practical scheme for protecting your own diskettes, and over 120 program access routines.
ISBN 0-89303-561-0/$79.95

IBM PC: AN INTRODUCTION TO THE OPERATING SYSTEM, BASIC PROGRAMMING AND APPLICATIONS, REVISED AND ENLARGED KIT
Larry Joel Goldstein, Martin Goldstein

This updated edition of the classic introductory book for the IBM PC is written in an easy-to-read, self-study format. It includes two new chapters on BASIC programming. They stress both the importance of structuring and planning programs and important debugging information. Additions to previous chapters include new information on graphics and games and expanded information on random access files.

The companion software includes 63 major programs from the book all ready to run. No keyboarding, no debugging. Use or modify the programs included for word processing, appointment calendars, telephone directories, checking account maintenance, form letter generation or for fun—roulette, dice, tic-tac-toe and more.
ISBN 0-89303-527-0/$39.95

IBM PC ASSEMBLY LANGUAGE PROGRAMMING KIT
Leo J. Scanlon

This is the introduction to the fundamental principles of microprocessors—specifically the 8088, numbering systems, and assemblers. Written for those with minimal experience with microcomputers or assembly language programming, it will prove an invaluable working tool. The book first outlines the steps necessary to create and run assembly programs. It then describes the entire instruction set of the 8088 microprocessor.

The diskette contains the source and object code for 40 programs taken directly from the text. The source code makes changing programs fast and easy; the object code lets you run the program without assembling them.
ISBN 0-89303-535-1/$49.95

HowardSoft Products Aimed at First-Time Computer Users

Everyone has heard stories about the youthful wizards of technical innovation that have quickly climbed to the top of the Silicon Valley ladder while cashing in on the country's home computer boom. Their foresight and abilities to generate huge sums of venture capital have been chronicled in the nation's media.

Most have built their reputations on their ability to concoct a game that captures the public's fancy, streamline a production process in the hard-to-understand world of microchips, or through the development of inexpensive hardware for home usage.

A few individuals have created businesses based solely on the home computer user's desire to maximize the efficiencies that the hardware only promises. Dr. James Howard, president of HowardSoft in La Jolla, Calif. has done just that.

His company develops and markets specialized software targeted to those interested in maintaining ongoing personal financial information and both short- and long-term financial planning.

The two packages sold under the HowardSoft label, Tax Preparer and Real Estate Analyzer, are the most broadly accepted in their respective areas.

Howard, who holds a Ph.D. in electronics engineering from UCLA, recognizes that his products will never enjoy the wide popularity of a video game, but nonetheless has seen an ever-increasing demand for this type of software.

"As more and more families begin using home computers they inevitably look for the types of software packages that can provide useful, support capabilities that are both time-saving and financially rewarding," according to Howard.

He said his software is aimed at first-time computer users and provides detailed information and forms that are among the most sophisticated available, yet don't "require the knowledge of a computer programmer to operate."

Tax Preparer is used by both individuals and tax preparation specialists to track year-long tax consequences and prepare IRS-acceptable printed forms for filing purposes. Through use of a simple, easy-to-read instruction manual, it allows the computer user to manage personal financial information while also suggesting methods to minimize tax liability.

Real Estate Analyzer, while widely used by the general public to evaluate potential investments, is also heavily relied upon by professional investment analysts. It was designed to provide detailed, objective projections of cash flow and overall investment return for any commercial or residential property. It has the ability to compare even dissimilar properties and financial arrangements because inflation rates, creative loan packages, depreciation schedules, multiple leases, and complex tax laws are all taken into account.

Both of the HowardSoft programs are available for Apple and IBM-compatible hardware.

Howard believes the information provided by his packages — especially Tax Preparer — can be of help to people in virtually any tax bracket. It was initially developed to provide an easy, quick way to manage personal financial data for the average income family.

In fact, Tax Preparer was initially developed by Howard to serve his personal needs.

While working in a small engineering firm near Los Angeles, Howard found the then-available tax preparation software woefully inadequate for his purposes.

As he said, "You had to literally take a course in computer operation to be able to derive any benefits from what was available.

"I knew that if I was to find something useful for my purposes, I would have to design it myself," he said.

With very minimal programming experience, Howard spent evenings and weekends creating a package tailored to his basic needs. The simplicity of the Tax Preparer appealed to his first mail-order customers and they convinced him to duplicate it and attempt to sell it through southern California computer retailers.

That was in 1979. Today, without any support from venture capitalists, Howard has seen Tax Preparer sales reach towards $4 million annually, and his one-man evening and weekend attempt to create simple tax preparation software for his personal use has turned into a thriving business.

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Larry Joel Goldstein

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David I. Schneider

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Dorothy Strickland, Dennis Rockwell, and Kevin Bowyer

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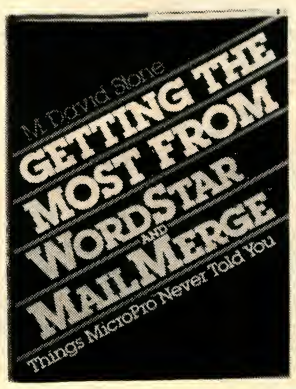

The R. J. Brady Co. Publishes Firsts

by Sharon Cavileer

The R. J. Brady Co., a division of Prentice-Hall Inc. has had a 30-year history of publishing firsts. As a result, Brady has emerged as one of the most successful publishers of books and software for the microcomputer industry. Its success is a result of a series of savvy decisions made at the most opportune moment.

Among the pioneering publishing decisions that have placed Brady above the competition in a fledgling industry were the first books for the IBM PC, the PCjr, and the kit concept which combines microcomputer books and accompanying diskettes of software programs.

The accuracy of those decisions is demonstrated by the extraordinary sales growth and the growing number of microcomputer titles. In 1982, Brady published five titles, with 26 titles the next year. In 1984, the company will publish over 100 new microcomputer titles.

The R. J. Brady Co. published its first microcomputer book by Larry Joel Goldstein in 1982. Then president Harry Gaines and editor-in-chief David Culverwell were approached by Goldstein, who was teaching at the University of Maryland, College Park, and doing groundbreaking work teaching BASIC programming. Goldstein wanted to write for the R. J. Brady Co.. With the announcement of the IBM PC, Goldstein and Culverwell decided to publish a book specifically for the IBM PC. That book became "IBM Personal Computer: An Introduction to Programming and Applications." It sold over 45,000 copies in its first six months. Its revised edition has gone on to become an industry classic.

Through Dr. Goldstein's suggestion, Brady contacted Peter Norton, who has since worked with Brady to write two very successful books. Working with both Goldstein and Norton is a position much envied by other publishers.

With author excellence guaranteed, other factors were necessary to take entrepreneurial risks. Publisher Dave Culverwell explains: "Part of our achievement has resulted from Prentice-Hall's corporate commitment to microcomputer publishing. Many of Prentice-Hall's divisions including Brady, The General Publishing Division, the Business and Professional Division and Reston Publishing Co. have had the full support of headquarters and a very strong retail sales force.

Despite enormous competition, Culverwell perceives greater growth in the '80s. "As the microcomputer industry continues its explosive growth, buyers are demanding quality. We intend to publish only the best possible books and software. We feel this dedication to the highest quality publishing differentiates us from our competition and will keep us in a leadership position in the marketplace. The consumer market already realizes that quality is an integral part of any Brady book or piece of software. That shows in our sales figures."

The growing Maryland company has chosen the cutting edge by publishing a series of firsts. Its origins were entrepreneurial in spirit during W.W. II with Robert J. Brady's creation of the first overhead transparency.

In 1968, Brady published the premier book for the Nursing Assistant Market. This book set the standard for aide-level training then and now. In 1971, when Brady published the first book for EMTs, the paramedic was a new concept. It was with the same perspective that Brady entered the microcomputer book market with a book on the IBM PC. Said Culverwell, "We entered micros knowing we could provide timely and valuable information for the micro owner and user."

If Brady's success is a predictor, the company will be publishing heavily for Commodore 64, the IBM PCjr and the Macintosh during the second half of '84.

To accommodate this enormous short-term growth and the commitment to contracting the best authors like Goldstein and Norton for the IBM PC and Jim Butterfield for the Commodore, Brady has added five new aquisitions editors—expanding from one in 1980 to six in 1984. Also, it has doubled the size of its production/editorial staff. Advertising which was previously done in-house has been assigned to a creative shop in Virginia. Formerly in black and white, the new four-color Brady ads are a part of a major national campaign.

According to Joan Caldwell, Marketing Director, the company will be visible in multiple environments, including businesses, homes and schools.

"We publish the books found in as many environments as you find people and personal computers. We publish for adults in business, engineering or scientific environments, for families, for leisure, and for students in an educational environment. Wherever the hardware and software are going, you'll find a book from the R. J. Brady Co."

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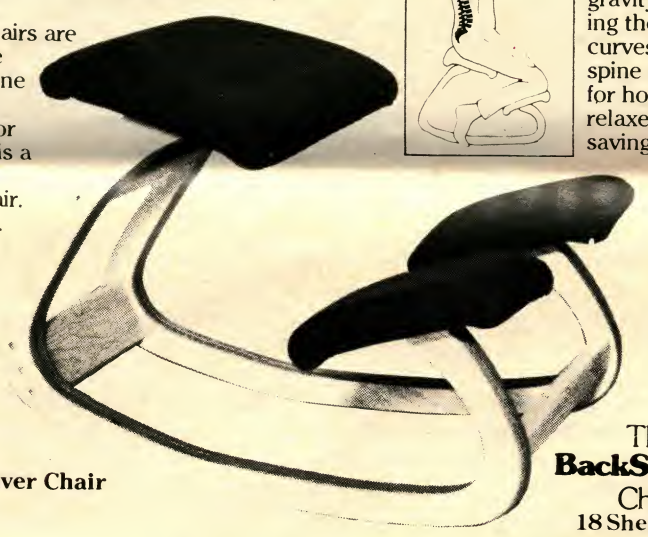

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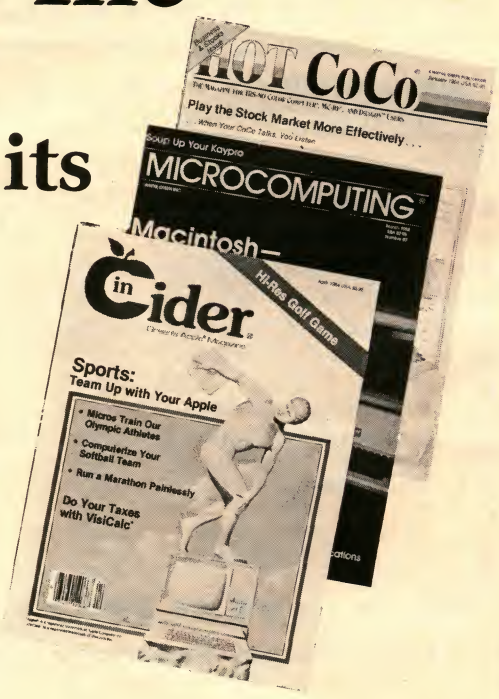

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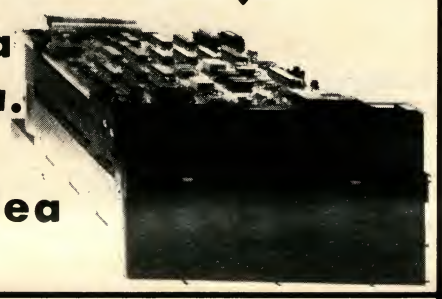

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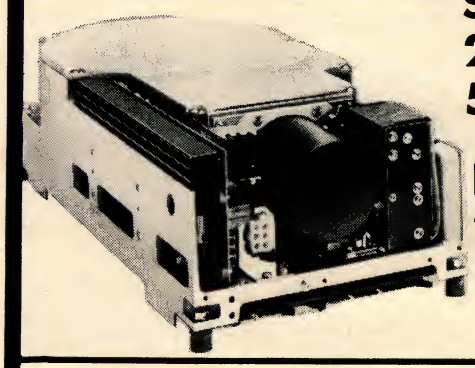

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MicroPro

Continued from page 10

Star, the business manager can create his own management information reporting and set up complete accounting systems for accounts receivable, inventory control and bill paying. InfoStar converts data into useful management reports designed by the manager. It has customized data entry and vertification and multifile updating capabilities.

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PlanStar—provides the business professional with planning capabilities greater than those of the most advanced spreadsheet program including forecasting, sensitivity analysis and consolidation. It can accommodate 32,000 cells per spreadsheet and 1,000 sheets per project. It will vary the cost items on the sheets by percentages and display the options. It stores formulas and data separately so that variations can be calculated without disturbing original data. PlanStar also translates numeric data into histograms and bar charts.

StarBurst—intetgrates any of the MicroPro software programs, automates procedures and customizes screens so that the business manager can create an individualized system. It will even incorporate non-MicroPro software. The creation of an office system is accomplished with commands in simple English. When the system is complete, it can be used by any clerical support person.

All MicroPro's software products include onscreen help as well as a complete documentation package, comprehensive reference, training guides and command cards. In addition, MicroPro has made a significant commitment to customer service. The primary elements of its customer service strategy include the manufacture of products of the highest quality, trained technical support staff to answer questions and solve user problems, and toll free lines for dealer inquiries.

In North America, MicroPro has sales offices in 20 cities. The company markets its software programs through relationships with retail chains and software distributors. It also has direct sales agreements with a significant number of original equipment manufacturers.

A brand new software product for business graphics is MicroPro's ChartStar, a business presentation product which produces such graphics as bar, pie, line and text charts.

"Graphic presentation is one of the most effective ways to communicate information and display significant highlights of a business report," says Product Manager, Peter Watkins. "The meaning of numerical data is often hidden when presented in the form of tables and number columns."

ProjectStar, MicroPro's new project management software, simplifies and helps structure the planning and managing of project schedules, costs and resources. This product allows managers and analysts to track planned versus actual progress on a project, and instantly determine the impact of new information on project completion date and budget.

PETER NORTON AUTHORS NEW 3 BOOK SERIES

Peter Norton and Microsoft Press announced, today, the publication of 2 new books on the PCjr. *Discovering the IBM PCjr* is available now; *Exploring the IBM PC Home Computer* will be published April 15, 1984; and Peter's 3rd book in the series, *Mastering the IBM PCjr Home Computer,* is available in the Fall of 1984.

Discovering the IBM PCjr takes the reader from no understanding of Micro computers to and through the Fundamentals. It explains the workings of a Home Computer; first in general terms then specifically applied to the PCjr. The book contains very practical instruction and leads the reader through many microcomputer applications.

Exploring the IBM PCjr Home Computer goes a step beyond "Discovery." To help you fully understand the magic of this new machine, Norton takes you several steps beyond the beginning level, into the world of operating systems, chips, memory, registers, graphics, sound, and communications capabilities.

Mastering the IBM PCjr Home Computer is for serious programmers and can be characterized as a Readable Technical reference manual. The book guides the programmer through all the specifics of the Hardware and Software requirements he/she will need to fully comprehend the technical ins and outs of the IBM PCjr microcomputer.

In addition to authoring *Inside the IBM PC,* Peter Norton writes "the Norton Chronicals," a monthly column in PC Magazine, and is the creator of the widely acclaimed Norton Utilities.

Microsoft Books are available from Microsoft Press, 10700 Northup Way Bellevue, Washington, 98004 or from your local bookstore and Computer store.

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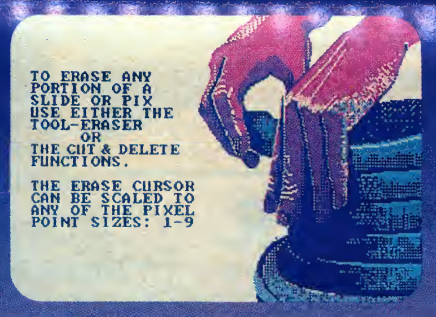
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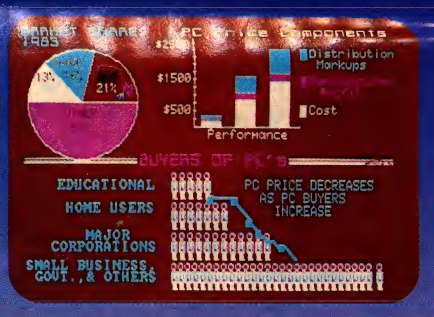
THE ERASE CURSOR CAN BE SCALED TO ANY OF THE PIXEL POINT SIZES: 1-9

Electronic cut and paste facility allows you to move, combine or erase any object or text.



Automatic pie, bar or line graphs with a special PLOT function.

Now you can prepare tomorrow morning's presentation, tonight!

If you're like most professionals, you spend a lot of time preparing and delivering presentations. To your associates. To clients. And, of course, to top management. Unfortunately, you don't always have the time or resources at hand to put together a visual presentation which will put you in the best possible light.

Enter VCN EXECUVISION...state-of-the-art presentation graphics software from the Business and Professional Division of Prentice-Hall, Inc. VCN EXECUVISION takes all of your research, facts and analyses, and transforms them into powerful graphic images for use in any multi-media presentation.

The Only Presentation Package You Need.

Not only will VCN EXECUVISION allow you to create charts and graphs with its automatic PLOT function, it offers you complete design capabilities in 10 typefaces and 64 color schemes to enhance the impact and professional quality of your presentation. There is no limit to the variety of pictures, graphs and charts that can be created, displayed and updated.

VCN EXECUVISION can even animate your presentations with an astounding array of motion processes, without cumbersome software changes.

Best of all, you don't have to be an artist to use VCN EXECUVISION skillfully. Every function is offered in a series of easy to follow menus so that you utilize maximum graphics capabilities with speed and simplicity. The program comes with its own highly acclaimed interactive demonstration disk, plus easy to understand systems documentation with full color sample illustrations.

VCN EXECUVISION can immediately be put to work making all of your presentations—and you—**look sharper, more prepared, more professional.** And VCN EXECUVISION does so with substantial reductions in cost compared with professional graphic artist fees or dedicated graphics processor fees.

EXCLUSIVE! Your Own Graphic Libraries!

With VCN EXECUVISION you can make use of these special add-on software libraries of professionally pre-rendered images:

- The Professional Series (depictions of figures representing every major profession)
- The Business and Industry Series
- Maps and International Symbols
- Initials and Backgrounds
- Graphic Borders

You can also create your own library of charts, pictures, symbols or logos and store them for future reordering or rearranging.

Just Another Addition to the Family? PCjr—What it's ALL ABOUT

by Richard Mathieu

Just as Henry Ford put a car in the garage of every American home by making autos affordable, IBM is attempting to put a computer in your home with its newest and most affordable personal computer to date—the IBM PCjr.

At $669 the PCjr Entry Model is a bargain because it can do so many tasks.

"The PCjr's uses are limited only be the imagination of the person using it," says Philip D. Estridge, president of IBM's Entry Systems Division. "As users gain experience with the PCjr, we expect they will find hundreds of new and personalized applications."

The PCjr can help people who have had no previous computing experience to prepare reports and letters, manage personal finances and organize household record-keeping, as well as assist children with their studies and entertain the family.

The PCjr can be connected by telephone to computer information networks to obtain stock prices and financial data, news, weather reports, movie reviews, airline schedules and "shop-by-computer" services. With available options, it also can send and receive "electronic" mail.

But best of all the PCjr is simple to use and easy to learn, so if you're the type who's computer shy, don't be; with the PCjr you've nothing to fear.

Every IBM PCjr tests itself for proper operation whenever it is turned on, if something's not working right it will tell you.

And each IBM PCjr comes with several features specifically designed to assist the new computer user to get started. They include:

"Keyboard Adventure," a program built into the system's memory that uses graphics, colors and sound to highlight and explain the keyboard;

"Exploring the PCjr," a tutorial diskette provided with the enchanced model (which sells for about $1200), acquaints the user with the system unit, the keyboard and its functions, diskette storage and the disk operating system, programming in the BASIC language and using the optional printers;

"Your IBM PCjr Sampler," another diskette provided with the enhanced model, features easy-to-use sample programs that enable the user to prepare budgets, write letters, organize files, address and phone lists, and manage a variety of everyday activities.

Some of the new IBM programs for the PCjr that the neophyte user may find especially useful are:

HomeWord, an easy-to-learn word processing program that uses pictures and enables the user to see at a glance the format for an entire page. (Word processing is a fantastic device for anybody who has to do a lot of writing. It lets you type what you want on the TV screen, edit the copy in any form, and when you've got your copy in the final form, you simply press a button and a printer types it up. IBM's cheapest printer costs $175 and spits out 50 characters per second, that's fast enough for any home use.);

HomeBudget, jr., which assists in setting up and managing household finances;

Personal Communications Manager, which enables IBM personal computers, including the PCjr, to send and receive corresondence over standard telephone lines to other computers, and connect to many remote host computers, including information services;

Jugglers' Butterfly, Bumble Games, Bumble Plot, Monster Math, Adventures in Math, and Turtle Power, which are designed to help teach a variety of educational and computer skills;

Animation Creation, an entertaining program that lets users of IBM Personal Computers create pictures and watch them come to life with computerized animation; and

Four video-arcade type games; Mouser, ScubaVenture, Crossfire and Mineshaft.

The IBM PCjr offers a number of advanced features for a computer in its price range. The Entry Model has a 16-bit micro-processor, 64K of permanent Read Only Memory (ROM), 64K of user memory, a desk top transformer, two slots for ROM cartridges, an audio tone generator and a 12 month warranty. With an adaptor or connector, the PCjr can display up to 40 columns of information on a TV set or on a color monitor such as the IBM Personal Computer Color Display.

The PCjr keyboard is battery powered and transmits keystrokes to the system unit by infrared signals at a distance of up to 20 feet. In effect, it works the same way as your automatic TV control. Each of its 62 keys can be programmed, and special function keys are color coded. When more than one PCjr is being used within a room an optional six-foot adapter cord is required to connect the keyboard and system unit.

Again, the PCjr Entry Model costs $669 and has a 64K memory and the diskette drive model goes for $1269 and has a 128K memory.

Both of them are sold only through Authorized IBM Personal Computer and Software Dealers, IBM Product Centers and IBM's National Marketing Division sales representatives.

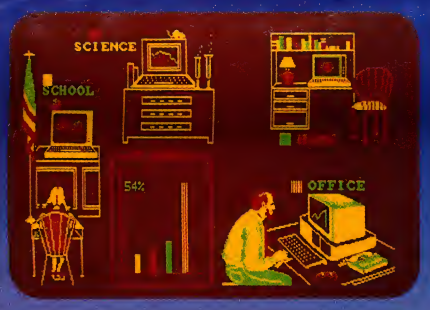
However, even though the PCjr has been delivered to the stores and despite IBM's increase in the PCjr's production rate through 1984, initial supplies will be limited and are projected not to be sufficient to meet expected demand . . .so if you know you want a personal computer and the PCjr fulfills your needs see if you can grab one . . .if you can.

Win Prizes at the Faire

Several companies have donated valuable hardware and software products which will be awarded daily. A complete Macintosh computer system will be given away ***each day*** as grand prize.

from Prentice-Hall, Inc.

Animation...automatic run-time options.



Complete libraries of hundreds of highly detailed images...from people to products...energy to entertainment.

VCN EXECUVISION FEATURES:

1. Complete menu-driven operation
2. Full color user manual
3. Tutorial demonstration disk with program
4. Libraries of hundreds of pre-rendered images
5. Electronic cut and paste facility to move, combine or erase any object or text
6. Pie, bar, and line graphs with special automatic PLOT function
7. Animation and motion techniques
8. Automatic run-time options
9. Complete design capabilities
10. 64 color schemes and 10 type styles

VCN EXECUVISION Presentation Graphics Program is designed by Visual Communications Network, Inc. (VCN) for the IBM PC. It is the only presentation graphics package to meet the standards of the **Business and Professional Division** of Prentice-Hall, Inc.

For a demonstration of VCN EXECUVISION, visit your nearest computer store. Or call toll-free 800-345-8112 (PA residents: 800-662-2444), or write to: Denise Baer, Prentice-Hall, Inc., 200 Old Tappan Road, Old Tappan, NJ 07675.

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MICROCOMPUTER ALL-STAR DAYS

BILL GATES
CEO
Microsoft
Thursday 1:00

EDWARD BENNETT
President
Rockwood Systems Corporation
Thursday 2:00

ROBERT HARP
CEO
Corona Data
Thursday 3:00

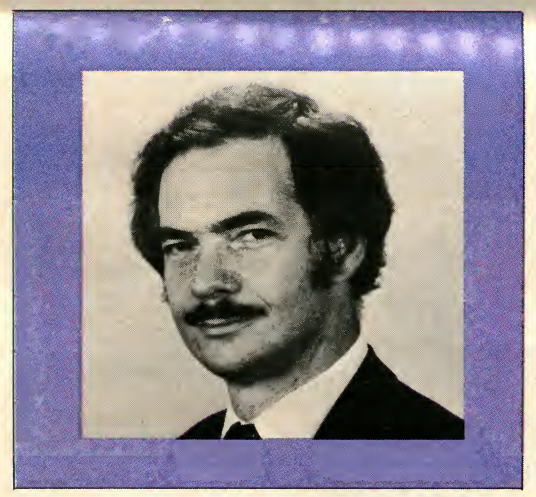
BARRY FOLSOM
Rainbow Group Manager
Digital Equipment Corporation
Thursday 5:00

DAVID COLE
President & CEO
Ashton-Tate
Friday 11:00

FREDERICO FAGGIN
President
Cygnet Technologies, Inc.
Friday 12:00

CHUCK PEDDLE
Vice-Chairman
Victor Technologies
Friday 1:00

GORDON EUBANKS
Chairman
C & E Software
Friday 2:00



ADAM OSBORNE
President & CEO
Software Seed Capital Corporation
Friday 3:00

PAT McGOVERN
Chairman of the Board
International Data Corporation
Friday 4:00

DAVID BUNNELL
Chairman
PC World Communications
Saturday 11:00

JEAN YATES
President
Yates Ventures
Saturday 12:00

GEORGE MORROW
Chairman
Morrow Designs
Saturday 1:00

STEVE WOZNIAK
Co-Founder
Apple Computer
Saturday 2:00

BILL GODBOUT
President
CompuPro, A Godbout Company
Saturday 3:00

JERRY POURNELLE
Columnist
BYTE *Magazine*
Saturday 4:00

JIM WARREN
President
Wireless Digital, Inc.
Video Initiative
Saturday 5:00

VCN ExecuVision

Continued from page 1

combine, copy, or erase any object or text
- Manual and automatic run-time options with time sequencing feature
- Nine speed variations for animation/ motion techniques
- Easy cataloguing, rearranging, reordering and storing of slides and "Pix" with log directories to print out or consult on-screen
- A variety of hard copy printing styles, size and color options, continuous printing, and print file directories.

"VCN ExecuVision is designed for anyone who spends time preparing and delivering presentation reports for staff meetings, demonstrations, proposals, seminars and conferences," says Stephen Dragin, publisher of the package. "With VCN ExecuVision, maximum graphic capabilities are combined with speed, ease and versatility. The stand-alone graph or text slide—a mainstay of most presentations—can now instantly be generated and enhanced with visually striking predrawn images, animation techniques, color sketching and other special effects."

In addition, Prentice-Hall will soon have available a selection of add-on software libraries for the VCN ExecuVision, each featuring dozens of prerendered images that can be used complete or isolated in specific details. Each element chosen may be easily modified and/or colored, and integrated as its own slide or as illustrations or decoration on an existing slide with charts or text.

The first six Libraries include the following themes:

- Borders, for framing important information
- Initials & Decorative Designs, to set off key paragraphs
- Industry & Business Catalog, with images from production lines to executive suites
- Professions: Faces and Figures, representing people from many walks of life
- International Symbols and Landmarks
- Maps and Regions, from around the world

The VCN ExecuVision package comes complete with a detailed, easy-to-follow, full-color documentation manual, plus a demonstration/library disk containing 36 pre-drawn images. The overall program is organized into five basic functions—create, prepare, print, run and quit—each with its own sub-set of menu options explained on-screen.

VCN ExecuVision is specifically designed to run on the IBM PC (model 5150) with two disk drives, the IBM Color/ Graphics Board and color monitor. The currently available program runs under the MS-DOS 1.1 disk, and requires 128 K of memory; a version for the IBM XT with MS-DOS 2.0 will be available in the near future.

The program is also compatible with both the IBM and Epson dot matrix printers. Color reproductions of the slides may be obtained by using a commercially available camera that attaches to the computer, or one set up on a tripod to capture the image on the screen.

The suggested retail price for VCN ExecuVision is $395, with each add-on software library designed to sell for between $75 and $90. The package is distributed for sale through computer and software outlets nationwide, or is available directly from Prentice-Hall, Inc. The company is headquartered at 200 Old Tappan Road, Old Tappan, N.J. 07675

MicroCraft

Continued from page 1

by a leading industry publication in January of this year.

Mike Carpenter, President of Micro Craft says Dimension is also ideal for engineering and science. Carpenter states that "In addition to a 16 megabyte memory capacity, it can accomodate a wide variety of scientific co-processors and peripherals for specialized functions. This includes high resolution graphics, matrix processors, floating point co-processors, plotters, tape drives, digitizers, light pens, and analog data capture units".

A strong user program includes factory trained and supported dealer technicians, a direct hotline, and factory approved software and hardware enhancements.

See us at Booth **#1336.**

Showdates Up & Coming

The East Coast Computer Faire
Boston
October 2—4, 1984

The 2nd PC Faire
San Francisco
October 25—28, 1984

UNIX™Systems Expo/84
Los Angeles
September 11—14, 1984

UNIX* SYSTEMS EXPO/ 84

A unique marketing opportunity for suppliers of UNIX-related software, hardware, systems, and services.

THE UNIX SHOW FOR USERS:
UNIX SYSTEMS EXPO/84 *is the* ***only*** *UNIX-oriented show that focuses on UNIX users, including Fortune 1000 MIS management, as well as critical value-added resellers. In association with Gnostic Concepts, Inc., we have identified high-market potential user and reseller audiences and have shaped exhibit and conference content to meet their concerns.*

PLUS TOP-FLIGHT CONFERENCES:
UNIX SYSTEMS EXPO/84 *is an exciting exhibition showcase, with over 200 exhibitors expected in 500 booths,* ***plus*** *a compelling professional conference featuring many of the industry's most respected UNIX authorities. And it's all under one roof at the Los Angeles Convention Center, in the heart of one of the country's largest computer markets.*

USER-ORIENTED SESSIONS:
UNIX SYSTEMS EXPO/84 *conference sessions, tutorials, and panel discussions are designed with the guidance of Gnostic Concepts, Inc. and David Fiedler (President of InfoPro Systems and Editor of the influential Unique newsletter). Sessions will deal with questions UNIX users are most concerned with: What does the UNIX phenomenon really mean to them? How will UNIX become the crucial productivity tool for the coming decade? How can they successfully bring UNIX technology into their organizations?*

INDUSTRY AND USER INPUT:
UNIX SYSTEMS EXPO/84 *has formed Industry and User Advisory Groups to provide input and guidance in creating a show that will offer needed insight into the role of UNIX for the '80s and beyond.*

ATTENDANCE-BUILDING USER PROMOTION:
UNIX SYSTEMS EXPO/84 *is supported by an aggressive advertising and promotion campaign aimed at resellers and users—an audience no UNIX-oriented show has ever before reached.*

VALUABLE MARKET RESEARCH:
UNIX SYSTEMS EXPO/84 *exhibitors will receive an in-depth attendee market analysis created by Gnostic Concepts, Inc., and based on extensive interviewing on the exhibit floor.*

SPECIAL DISCOUNT FOR START-UPS:
UNIX SYSTEMS EXPO/84 *offers start-up companies an extraordinary opportunity to participate in this valuable marketing event at a significant discount.*

PROFESSIONAL MANAGEMENT:
UNIX SYSTEMS EXPO/84 *is developed and managed by Computer Faire, Inc., a subsidiary of Prentice-Hall, a leading publisher of computer books and software. You can count on our experience putting on user-oriented computer events that are well focused and relevant to exhibitors' marketing objectives. We're the proven management team behind the highly regarded Ninth West Coast Computer Faire, the very successful PC Faire, and many other Computer Faire events across the country.*

UNIX SYSTEMS EXPO/84
September 11–14, 1984, Los Angeles Convention Center
Call or write for complete exhibitor information, floor plans, and contract forms.

Computer Faire, Inc.
A Prentice-Hall Company

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You bypass the bumps, detours and pitfalls of computing the moment you reach for Maxell.

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Maxell can speed your success in computing. Helping you avoid the traps that can block the way to the information you've stored. After all, our disk has outpaced every other in performance tests. And earned a lifetime warranty.

Consider this: disks travel through a disk drive where heat builds up. And up. Only Maxell designed its protective outer jacket to defy 140°F. So the disk keeps its shape. And keeps your information on track.

How good is Gold? Maxell's the disk that many floppy drive manufacturers trust to put new equipment through its final paces.

And the unique way we pack our oxide particles and bind them together means quality for the long run.

Dropouts? Disk errors? Just pass them by. You're on the Gold Standard.

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